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Rep Firm ) WASHINGTON  
Sales Office ( ) DAN DRISCOLL  
Salesperson ( )  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
Rating: 1.7	*1	M	11A-12P	NEWS	:30	\$125.00	10/01-10/01	1	1	1	\$125.00	
	Sales Remark: V3 ADD-RE											
	V3 More than 2 codes changed											
Rating: 1.6	*2	M	3P-4P	JUDGE JUDY	:30	\$200.00	10/01-10/01	1	1	1	\$200.00	
	Sales Remark: V3 REV											
	V3 More than 2 codes changed											
Rating: 1.2	*4	M-TH	4P-5P	DR OZ	:30	\$200.00	10/01-10/04	1	1	1	\$200.00	
	Sales Remark: V3 ADD REV											
	V3 More than 2 codes changed											
Rating: 1.2	*5	M	4P-5P	DR OZ	:30	\$200.00	10/01-10/01	1	1	1	\$200.00	
	Sales Remark: V3 ADD											
	V3 Comment Changed, Spots/week Changed											

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	*8	M-TH	530A-6A	GOOD DAY UTAH	:30	\$250.00	10/01-10/04	1	1	1	\$250.00	
Rating: 1.6												
Sales Remark: V3 REV												
V3 More than 2 codes changed												
	*9	M	530A-6A	GOOD DAY UTAH	:30	\$250.00	10/01-10/01	1	1	1	\$250.00	
Rating: 1.6												
Sales Remark: V3 REV												
V3 More than 2 codes changed												
	*10	W	530A-6A	GOOD DAY UTAH	:30	\$250.00	10/03-10/03	1	1	1	\$250.00	
Rating: 1.6												
Sales Remark: V3 REV												
V3 Comment Changed, Rate Changed												
	*11	TH	530A-6A	GOOD DAY UTAH	:30	\$125.00	10/04-10/04	0	0	0	\$0.00	
Rating: 1.6												
Sales Remark: V3 REV												
V3 Comment Changed, Spots/week Changed												
	*12	M	7A-8A	GOOD DAY UTAH	:30	\$300.00	10/01-10/01	1	1	1	\$300.00	
Rating: 3.0												
Sales Remark: V3 REV-												
V3 More than 2 codes changed												
	*15	M	8A-9A	GOOD DAY UTAH	:30	\$300.00	10/01-10/01	1	1	1	\$300.00	
Rating: 3.0												
Sales Remark: V3 REV												
V3 More than 2 codes changed												
	*16	TU	8A-9A	GOOD DAY UTAH	:30	\$300.00	10/02-10/02	1	1	1	\$300.00	
Rating: 3.0												
Sales Remark: V3 REV												
X												
V3 Comment Changed, Spots/week Changed												

Rep Order# 9831755 Ver# 3 Status Revised  
EC'd Yes

Traffic Order#

Printed: 09/28/2012 10:20 AM  
Last Received: 09/28/2012 9:54 AM  
Showing Buylines: All Rep Revised Lines

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Station KSTU-TV SALT LAKE CITY, UT

Advertiser ( ) POLITICAL

Product LOVE FOR UT-CD 4

Estimate# 928C03

Buyer Patricia Dome

Phone#

Fax#

Agency ( ) SMART MEDIA GROUP

814 KING ST, SUITE 400

ALEXANDRIA, VA 22314

Agency C/P1/P2/E LOVE/ORDR/928C03

Flight Dates 09/28/2012 - 10/04/2012

Hiatus Weeks

Rep Firm

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LT Ln Day Time Program

Len

Rate

Dates

Spots/Week

# of Weeks

Total Spots

Total Cost

Daypart

\*17 SA 7A-9A GOOD DAY UTAH  
Rating: 3.2

Sales Remark: V3 REV

V3 Comment Changed, Spots/week Changed

\*20 F 530P-6P NEWS  
Rating: 2.1

Sales Remark: V3 X

V3 Comment Changed, Spots/week Changed

\*21 M 530P-6P NEWS  
Rating: 2.1

Sales Remark: V3 REV

V3 Comment Changed, Rate Changed

\*22 SA 5P-530P NEWS  
Rating: 2.2

Sales Remark: V3 REV

V3 More than 2 codes changed

\*23 SU 5P-530P NEWS  
Rating: 2.0

Sales Remark: V3 REV

V3 Comment Changed, Spots/week Changed

\*24 SA 10P-1035P SEINFELD  
Rating: 2.0

Sales Remark: V3 REV

V3 Comment Changed, Spots/week Changed

\*26 TH 7P-8P X FACTOR  
Rating: 9.7

Sales Remark: V3 REV

V3 More than 2 codes changed

:30 \$2,800.00 10/04-10/04 1 1 1 \$2,800.00

:30 \$250.00 09/29-09/29 0 0 0 \$0.00

:30 \$250.00 09/30-09/30 0 0 0 \$0.00

:30 \$250.00 09/29-09/29 0 0 0 \$0.00

:30 \$500.00 10/01-10/01 1 1 1 \$500.00

:30 \$300.00 09/28-09/28 0 0 0 \$0.00

:30 \$250.00 09/29-09/29 0 0 0 \$0.00

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*27	SU	2P-530P	NFL GAME 2	:30	\$4,200.00	09/30-09/30	0	0	0	\$0.00	
Rating: 7.2												
Sales Remark: V3 X												
V3 More than 2 codes changed												

	*29	M	3P-4P	JUDGE JUDY	:30	\$200.00	10/01-10/01	0	0	0	\$0.00	
Rating: 1.6												
Sales Remark: V3 X												
V3 Added												

	*30	W	3P-4P	JUDGE JUDY	:30	\$200.00	10/03-10/03	0	0	0	\$0.00	
Rating: 1.6												
Sales Remark: V3 X												
V3 Added												

	*31	TU	530P-6P	NEWS	:30	\$500.00	10/02-10/02	1	1	1	\$500.00	
Rating: 2.1												
Sales Remark: V3 REV												
V3 Added												

---REPORT TOTALS---  
Report Totals: 13 / \$6,175.00

---SALES MONTHLY TOTALS---

Sep 12: 2 / \$600.00 Oct 12: 16 / \$6,975.00

Sales Totals: 18 / \$7,575.00

Station Totals: 18 / \$7,575.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---  
Market Totals \$36,071

CABL	0%	KDLU	0%	KJZZ	2%	KSL	30%	KSTU	21%
KTVX	13%	KUCW	0%	KUTV	34%	UNKB	0%	UNKN	0%

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Books null  
Demos RA35+